

THE OPENING OF THE SEASON

Of warmer weather demands suitable, dressy apparel for every well dressed man in Omaha.



BRANDEIS STORES

SELL, RECOMMEND AND GUARANTEE THESE

Spring Clothes of Superior Quality

FOR BUSINESS MEN AND YOUNG MEN

Don't imagine for a moment that the best dressed men of your acquaintance are wearing made-to-measure clothes this spring. The majority of the best dressed men in Omaha today are wearing ready-made clothes—made by the best tailors in New York and Chicago, and bearing the brand of such clothes as Hirsh-Wickwire and Rogers-Peet, or the Society brand. Your well dressed friend today wears hand-tailored, ready-to-wear clothes and gets full value for his money.

Select Your Suit Saturday From Special Lines at \$17.50, \$20 and \$25

Brandeis offers you these clothes from the best shops of the best makers. They show their class in fit and finish. They are clothes that "stand up" under wear. Choice fabrics, plain navy blue serges, mixed worsted and silk; fabrics all cold water shrunk. Every garment hangs and drapes like the best product of the best tailors should do.

Many \$35 quality Hirsh-Wickwire, Rogers-Peet and Society Brand Clothes in this group for \$25. 3 great lots at 3 very attractive prices. Saturday—Old Store—Main Floor—at \$17.50-\$20-\$25

MEN'S PANTS Spring and Summer Weight

Neat stripes, plain effects—many cut full peg tops—hand tailored and worth up to \$7.50, at—\$2.98, \$3.98, \$5.00

MEN'S HAND TAILORED Blue Serge, Fancy Worsted and Cheviot Spring Suits \$10, \$12.50 and \$15

All sizes for men and young men. No other store shows such a splendid line of patterns to choose from as you'll find here. Every man knows the good service in a blue serge or fancy worsted. Here are values up to \$20, at \$10, \$12.50 and \$15.00

Basement Special

Boys' Spring Suits, worth \$3 and \$4; also Boys' Spring Top Coats, worth \$3 and \$4; on sale in our basement, new store, at.....\$1.98

Best Place in Omaha to Buy Good Shirts and Underwear

Manhattan and E. & W. Shirts for Men. We are showing exclusive patterns in these shirts of imported madras and silks—many patterns shown in the French style with detached soft collar to match and soft turnover cuffs—values up to \$2. Sample Negligee and Outing Shirts at 60c and 90c—Some with detached soft collars to match—values up to \$2. Men's 40c, 50c and 75c Silk Neckwear at 10c and 20c—Another new shipment in the open end and long narrow French four-in-hand styles.

Men's Union Underwear—Spring and Summer weights. Made of pure Egyptian combed cotton, values up to \$1.50, at 75c and 98c. Munsing Union Suits—New spring weight fabrics, long or short sleeves, at \$1 to \$2.50. Madwell and Superior Union Suits, at \$1.50 to \$3. Men's Pure Thread Silk Hose, neat stripes and plain colors, pair 29c. Men's 50c Lisle Suspenders, at per pair 19c. Men's 50c Lisle Hose, in plain colors, all sizes, at pair 12 1/2c.

3 Specials in Brandeis Basement

Men's \$1 Negligee and Outing Shirts, at 50c | Men's \$1.25 medium weight Union Suits, at 75c | Men's 75c spring weight Shirts and drawers 30c

BRANDEIS STORES



Boys' Clothes Second Floor

Absolutely pure wool worsteds, tweeds and chevots in all shades that are new—Norfolk and double breasted styles—from our \$5.00 and \$6.00 groups, at.....\$3.45

Boys' Long Pants Suits

Guaranteed non-fadable navy blue serge of excellent quality—well tailored and cut in the popular spring styles. A \$12.50 suit, at.....\$8.50

Boys' Houses—The popular K. & E. new patented loop blouse waists, high collar, at.....49c to \$1

Boys' Knee Pants—All wool serge knickerbockers, fully lined, reinforced seams, 95c | Ball and Bat Free With Every Wool Suit.

Spring Hats for Men Newest Styles

Look to Brandeis Stores for exclusiveness and for liberal choice. Here are hats for the young men, hats for the older men—hats for every occasion. We show the styles and shapes that are worn in New York and London.

Wilson's English Hats, at \$2.50 | Ward's Hats of Stockport, England, at \$2 | The famous John B. Stetson Hats, at \$3.50 | Brandeis Special Soft and Stiff Hats at \$2 | Men's \$3 Sample Hats at \$1.25 | Boys' School Hats, at 25c, 40c, 60c, \$1.50 | Boys' School Caps at 25c and 49c



Traveling Bags and Suit Cases

Fine leather traveling bags and suit cases, including black seal, walrus and cowhide leather—values up to \$10.00—on sale at.....\$3.50 and \$4.98

ISMAI PICKS BOAT AND CREW

Woman Tells How Company President Acted in Crisis.

INTENT ON SAVING HIMSELF

Locked Doors of the Stateroom on Carpathia Until Waited Upon by Committee Demanding Reparation.

NEW YORK, April 18.—According to Mrs. W. J. Cardozo of Philadelphia, who told her story after she had arrived at the Ritz-Carlton with T. D. M. Cardozo, J. Bruce Ismay was not only safely seated in a life boat before it was filled, but he also selected the crew that rowed the boat. According to Mrs. Cardozo, Mr. Ismay knew that Mr. Cardozo was an expert oarsman and he beckoned him into the boat. Mr. Cardozo manned an oar until Mr. Ismay's boat was picked up about two hours later. Mrs. William Bucknell of Philadelphia, after telling of taking an oar in a lifeboat and rowing "all her hands were blistered," said: "After being taken on board the Carpathia Mr. J. Bruce Ismay went to a cabin and remained closed until waited on by a committee of the survivors, who demanded that they be permitted to see him. He then appeared. One of the questions that was put to him was as to what the White Star and the International Merchant Marine companies intended doing in the way of reparation. To this Mr. Ismay replied that the company would do all in its power to make a partial reparation for the suffering of the survivors. Further than this he would say nothing."

SHIP'S HULL IS RIPPED OPEN

Rest Extended from Bow to Middle of Port Side

NEW YORK, April 18.—Colonel Archibald Gracie, U. S. A., who jumped from the topmost deck of the Titanic as it sank and swam about until he found a cork life raft, and then helped rescue others who had jumped into the water, added today to his statement of last night: "The Titanic was struck by the berg on its port side," Colonel Gracie said. "It was ripped from near the middle of the bow to the bow after the fashion of a can opener opening a can of sardines. The compartments were closed immediately as far as possible under the circumstances. "The interval between the collision and the sinking of the ship was two hours and twenty-two minutes, timed by my watch, which lay open on the dresser. The watch stopped at 2.22 a. m., when I jumped into the water. I was awakened in my cabin at midnight. "After sinking with the ship, it ap-

peared to me as if I were propelled by some great force through the water. This might have been occasioned by explosions under the water. I recall that I was most fearful of being boiled to death. The second officer, who was on the top deck, told me he had similar experiences. Innumerable thoughts flashed through my brain. "Again and again I prayed for deliverance, although I felt sure that the end had come. My greatest difficulty was in holding my breath until I came to the surface. "I reached the surface after a time that seemed unending. There was nothing in sight save the ice, which dotted the ocean and a large field of wreckage. There were dying men and women all about me, groaning and crying piteously. "The second officer and J. B. Thayer, Jr., who were swimming near, told me that just before my head appeared above the water one of the Titanic's funnels separated and fell apart near me, scattering the bodies in the water. "I saw wreckage everywhere. All that came within my reach I clung to. A great, straggling block of wood floated within my grasp and I grabbed it. It seemed to be sufficiently large to keep me afloat. At this moment, however, I saw an overturned boat a short distance away and swam to it. I caught the arm of a man who grasped it, threw my leg over the boat and rested on it. "On this raft—it was really a collapsible boat, that was called a raft—there were already lying more than twenty men, who seemed to belong to the Titanic's crew. Two men, one in the bow, the other in the stern, propelled us through the wreckage with pieces of wood which answered for oars.

RAFT BECOMES FULL. "Presently the raft came so full that it seemed that it would sink if more came aboard and the crew, for self preservation, had to refuse to permit others to climb aboard. This was at once the most pathetic and horrible scene of all. The piteous cries of those around us still ring in my ears. I will remember them to my dying day. "Hold on to what you have, old boy," we shouted to such man who tried to get aboard. "One more of you aboard would sink us all. And many whom we refused answered, as they went to their death: 'Good luck and God bless you.' "All the time we were buoyed and sustained by hope for rescue. We saw lights in all directions, particularly in front, where green lights shone and rockets were fired in the air. We learned later that the lights and the rockets came from one of the Titanic's lifeboats. "And so passed the night—with the waves washing over us and the raft buried deep in the water under our feet. "Did we pray? Men who seemed to have forgotten long ago how to address their Creator recalled the prayers of their childhood and murmured them over and over again. We said the Lord's prayer again and again together. "Long before light we stood in columns, two deep, back to back, balancing ourselves, fearful to move lest the delicate balance should be disturbed and all of us thrown again in the water. The hand of God seemed to have soothed the sea and it was calm. "An age seemed to have passed when we first saw the twinkling lights of the Carpathia. We recognized it as our rescuer. The Marconi operators—one of the thirty-five on the raft—confirmed our hopes by saying that he knew it was the Carpathia. While we looked some one whispered that there was also a ship behind us. We dared not turn about to look so fearful were we that we would disturb the balance. "The second officer finally ordered one man to look behind. The slipping of one

man would have meant the death, probably of all of us. The man who looked passed the word that there was no ship behind. "When the day broke, four of the Titanic's lifeboats were seen on our port side. The second officer blew his whistle to call attention to our precarious condition and the head lifeboat, towing another, came to our help."

MAJOR BUTT SAYS FAREWELL

(Continued from Page One.) steamer and the boat I was in was lowered to the water. It was the last boat to leave the ship; of this I am perfectly certain. And I know that I am the last of those who were saved to whom Archie Butt spoke.

"As our boat was lowered and left the side of the steamer Archie was still standing at the rail, looking down at me. His hat was raised and the same old, good, brave smile was on his face. The picture he made as he stood there hat in hand, brave and smiling, is one that will always linger in my memory."

Tribute from President Taft

With all hope for the rescue of Major Butt abandoned President Taft today issued a statement showing the high regard in which he held him and his belief that he died as a man should die in the face of such a disaster as that to the Titanic. The president said: "Major Archie Butt was my military aide. He was like a member of my family and I feel his loss as if he had been a younger brother. The chief trait of his character was loyalty to his ideals, his cloth and his friends. "His character was a simple one in the sense that he was incapable of intrigue or insincerity. He was gentle and considerate to every one, high and low. He never lost, under any conditions, his sense of proper regard to what he considered the respect due to constituted authority. "He was an earnest member of the Episcopal church and loved that communion. He was a soldier, every inch of him; a most competent quartermaster and a devoted of his profession. "After I heard that part of the ship's company had gone down I gave up hope for the rescue of Major Butt, unless by accident. I knew that he would certainly remain on the ship's deck until every duty had been performed and every sacrifice made that properly fell on one charged, as he would feel himself charged, with responsibility for the rescue of others. "He leaves the widest circle of friends whose memory of him is sweet in every particular. "Tributes to Major Butt continued to pour into the White House today. Senator Tillman of South Carolina said: "He was one of God Almighty's gentlemen."

Women of New York Assist in Relief of the Survivors

NEW YORK, April 18.—Before the Carpathia had reached the Cunard line pier last night more than \$10,000 in contributions was available for the Women's Relief fund to care for the destitute steerage passengers who were for the most part women and children. All were provided with clothing and comfortably housed and arrangements have been completed to care for them as long as is necessary. Mrs. Abram S. Hewitt, chairman of the relief committee, is being assisted by more than 500 women. The passengers were removed to the Junior league house,



Young America is the essence of enthusiasm in all things; work, play, dress, and wherever you find a group of young Americans you're pretty sure to find some mighty snappy looking clothes styles.

The demands of young men in the matter of cut, fabric, color, pattern, have done more to influence the making of clothes than any other thing.

HART, SCHAFFNER & MARX

make the kind of clothes that strike the fancy of enthusiastic young America—clothes having a desirable air of "class," distinctive individuality, quality of material and tailoring that is unequalled in any other clothes at the prices. You want it in yours and you'll find it at Hayden's in Hart, Schaffner & Marx Clothes at \$18.00, \$20.00, \$25.00, \$30.00 and \$35.00.

Don't Fail to See Our Splendid Line of the

STYLEPLUS CLOTHES... \$17.00

They're creating a sensation among the clothes buyers who care. Ask to see them.

"Mother's Friend" Wash Suits... \$1.00 to \$3.50

Fast colors, best values shown anywhere.

Boys' Knickerbocker Suits—With extra pair of pants—\$5.00 values, in wide range of new spring fabrics, Saturday at.....\$3.50

We're Offering Unusual Bargains Saturday in Men's

All Wool and Worsted Suits with two pairs of pants, including a fine line of blue serges. While they last at..... \$10

Don't judge the quality by the price; the styles are newest and quality will surprise you.

"Mother's Friend" Wash Suits... \$1.00 to \$3.50

Fast colors, best values shown anywhere.

HAYDEN BROS.

If You've Never Taken the Trouble to Examine

HAYDEN WONDER SUITS AT JUST \$14.50

you've certainly missed the best opportunity ever shown in any store. Do so Saturday.

Boys' Knickerbocker Trousers—75c values, Saturday at.....45c

\$1.50 Corduroys; special \$1 Cut full peg with flaps on watch and hip pocket, belt loops, etc.



Buy It By Name

The Swiss Benevolent home, the Margaret Louise Home, the Municipal Lodging house and the St. Vincent De Paul home. At the Cunard pier the three groups, single men and women, men with their wives, women with children, and girls, and women with children. The passengers were removed to the temporary homes provided for them in Fifth avenue stages and in automobiles loaned to the women's relief fund by merchants and business men. Those suffering from exposure were sent to hospital. Society women of New York were kept busy until early today in caring for straggling passengers rescued from the Titanic. Mrs. August Belmont served as a volunteer nurse on one of the ambulances of St. Vincent's hospital, which was at the Cunard pier when the Carpathia docked. Oregon, Washington and British Columbia are attracting the attention of business men, the agriculturists and the tourist. The best of train service via the Soo Line from St. Paul and Minneapolis. Free information, address W. R. Henry, D. P. A., 28 Fifth St., Des Moines, Ia. Key to the Situation—See Advertising.